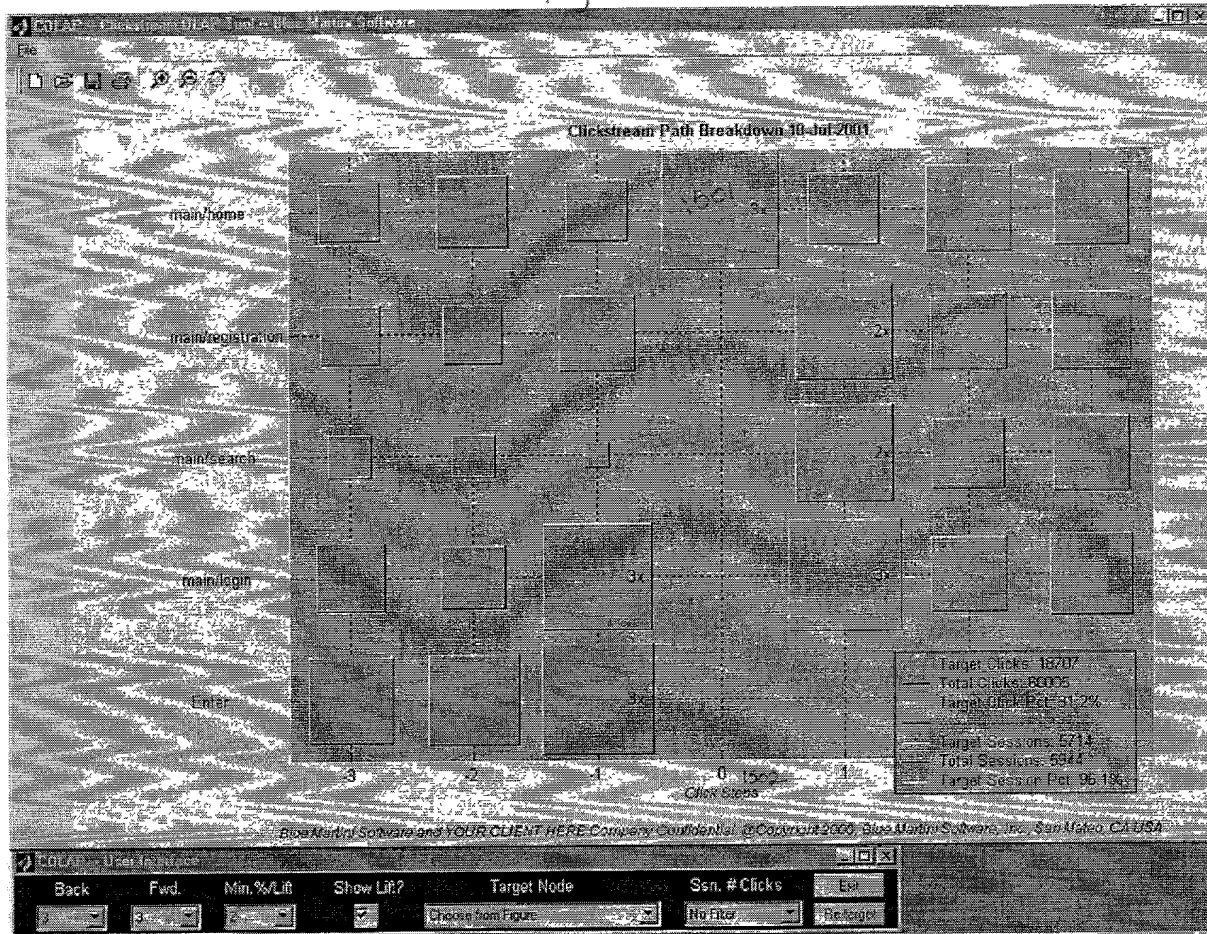


Fig. 15



Clickstream Path Breakdown 11 Jul 2011

Path	Percentage
merchand (1303)	17%
productsearch results	5%
merchandisation	1%
productdetail	21%
mainhomepage	3%
newtoyou	7%
productproductdetaillook	1%
newshippingcost	2%
productproductdetailrate	21%
productproductdetailshirts	2%
productproductdetailjackets	1%
newsearchnotfound	1%
checkout/shut	2%
Enter	4%
Exit	1%
Close	1%

Cart 1708

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Back Find Min % All Show Lat? Target Node Set # Clicks

Close

$\swarrow \nearrow$ \nearrow \nearrow \nearrow \nearrow \nearrow \nearrow \nearrow \nearrow \nearrow
 1303 1304 1305 1301 1302 1306 1301 1302

Fig. 14

